

Comparisons of Job Characteristics

Focus Occupation: [First-Line Supervisors of Retail Sales Workers \(41-1011\)](#)

Associated Occupation: [Demonstrators and Product Promoters \(41-9011\)](#)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

| | |
|----|--|
| << | Focus occupation element is much lower |
| < | Focus occupation element is lower |
| 0 | Focus occupation element is at a similar level |
| > | Focus occupation element is at a higher level |
| >> | Focus occupation element is at a much higher level |

Knowledge

Similarity of Focus Occupation to Associated Occupation: 81

Focus Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)

Associated Occupation: Demonstrators and Product Promoters (41-9011)

| Associated Occupation's Key Knowledge Elements | Average Rating, All Occupations | Associated Occupation's Rating | Focus Occupation's Rating | Evaluation of Focus Occupation |
|--|---------------------------------|--------------------------------|---------------------------|---|
| Customer and Personal Service | 11.3 | 12.3 | 18.9 | >> Current knowledge level is likely more than sufficient |
| Sales and Marketing | 5.2 | 11.3 | 14.0 | > Current knowledge level is likely sufficient |

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 78

Focus Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)

Associated Occupation: Demonstrators and Product Promoters (41-9011)

| Associated Occupation's Key Skills Elements | Average Rating, All Occupations | Associated Occupation's Rating | Focus Occupation's Rating | Evaluation of Focus Occupation |
|---|---------------------------------|--------------------------------|---------------------------|---|
| Speaking | 10.8 | 11.9 | 11.4 | 0 Current skill level may be sufficient |
| Persuasion | 7.4 | 11.4 | 10.1 | < A higher skill level may be required |

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 90

Focus Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)

Associated Occupation: Demonstrators and Product Promoters (41-9011)

| Associated Occupation's Key Abilities Elements | Average Rating, All Occupations | Associated Occupation's Rating | Focus Occupation's Rating | Evaluation of Focus Occupation |
|--|---------------------------------|--------------------------------|---------------------------|--------------------------------|
|--|---------------------------------|--------------------------------|---------------------------|--------------------------------|

| | | | | | |
|--------------------|------|------|------|---|---|
| Speech Clarity | 10.2 | 12.5 | 10.7 | < | Some improvement in abilities may be required |
| Speech Recognition | 9.9 | 11.8 | 11.5 | 0 | Current ability level may be sufficient |
| Far Vision | 7.8 | 9.5 | 8.5 | < | Some improvement in abilities may be required |
| Time Sharing | 6.6 | 8.1 | 6.4 | < | Some improvement in abilities may be required |
| Auditory Attention | 5.9 | 7.7 | 6.0 | < | Some improvement in abilities may be required |
| Memorization | 5.6 | 6.8 | 6.2 | 0 | Current ability level may be sufficient |

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 80

Focus Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)
Associated Occupation: Demonstrators and Product Promoters (41-9011)

| Work Activities | Exclusivity of Activity |
|-------------------------------------|-------------------------|
| Access media advertising services | 75 |
| Answer customer or public inquiries | 41 |
| Arrange merchandise display | 76 |
| Conduct sales presentations | 75 |
| Conduct training for personnel | 30 |
| Make presentations | 13 |
| Provide customer service | 14 |
| Write advertising copy | 87 |

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 44

Focus Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)
Associated Occupation: Demonstrators and Product Promoters (41-9011)

| Tools and Technologies | Exclusivity |
|--|-------------|
| Calculating machines and accessories | 3 |
| Computer data input devices | 2 |
| Computers | 1 |
| Content authoring and editing software | 1 |
| Network applications software | 1 |

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.